

STAR 2004  
Operational Services Division  
One Ashburton Place, Room 1017  
Boston, MA 02108-1552

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PERMIT #04190  
BOSTON, MA

**Reserve Your  
Booth Now for  
STAR 2004 and  
enter our raffle  
for a free booth  
in 2005!**

April 27 & 28, 2004  
Worcester's Centrum Centre



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# STAR

# 2004

**6th Annual**

**April 27 & 28, 2004**  
Worcester's Centrum Centre  
8:30 am - 2:30 pm  
[www.mass.gov/star](http://www.mass.gov/star)

The Commonwealth  
of Massachusetts'  
Operational Services Division  
6th Annual  
Statewide Training  
And Resources Exposition

**Don't miss this opportunity to market your products and services to thousands of decision-makers!**

# STAR 2004

## STAR 2004

### Reserve Your Booth Now for STAR 2004

STAR 2004 provides Statewide Contractors with two days to meet potential and current Commonwealth end-users on a one-to-one basis during a trade show that's a proven success. Over 2,000 attendees are expected at STAR 2004, centrally located in Worcester, the second largest city in New England. The Centrum is convenient to all attendees and we're providing free transportation to and from Boston during the exhibition.

#### STAR 2004 Offers Each Exhibitor:

- An effective and cost efficient way to market your goods and services
- Daily interaction with key decision-makers
- Ideal chance to exhibit commodities and services listed on Statewide Contracts
- Marketing exposure in the show program via exhibitor listings and advertisements
- Opportunities for a limited number of exhibitor-sponsored training sessions
- Free pre-show marketing workshop for exhibitors
- Sponsorship opportunities for greater visibility through web site links, prominent placement in all marketing materials and name on Bingo Card to encourage attendee visits to your booth

More than 275 contractors exhibited at STAR 2003 / Over 2,000 end-users visited STAR 2003 /  
Decision-makers from 200 cities, towns and municipalities attended STAR 2003

Make Over 2,000 Sales Calls In Only 2-Days

Register online at [www.mass.gov/star](http://www.mass.gov/star). Use your company name as your User Name and your Federal Tax ID # as your Password for the STAR web site.

### Information and Booth Reservations

To find out more about STAR 2004, reserve your booth or get information about sponsorship and advertising, visit [www.mass.gov/star](http://www.mass.gov/star). Reserve your booth early to receive your first choice space.

#### STAR 2004 Booth Fees

To receive discounts, payments must be received prior to March 1, 2004.

Fourteen smaller 8' x 10' booths are available on a first come basis in addition to the standard 10' x 10' booths.

	10' x 10' booth	8' x 10' booth
List Price (Paid on or after 3/1/04)	\$1,695	\$1,590
Returning STAR 2003 Exhibitors (Registered and paid before 3/1/04)	\$1,450	\$1,375
New Exhibitors (Paid before 3/1/04)	\$1,575	\$1,500



#### What Exhibitors said about last year's show:

*The show was well done and we have received numerous follow-up inquiries!*

*The Centrum Centre was a great venue for the STAR Exposition - excellent facility and well organized event.*

*We were recently awarded our first State Contract and we found STAR to be a wonderful venue to expose our services to various offices and agencies throughout the state.*

*STAR has a great following of people who attend the show annually. We will definitely be exhibiting next year!*